

IN THE CLAIMS:

Amend claims 1, 4, 7, 11 and 13, cancel claims 2, 3 and 14 without prejudice or disclaimer and add new claims 15-25 as shown in the following listing of claims, which replaces all previous listings and versions of claims.

1. (currently amended) A liquid crystal display device, comprising:

a color filter substrate having a colored layer of a color filter formed thereon;

a counter substrate opposed to the color filter substrate;

a liquid crystal layer interposed between the color filter substrate and the counter substrate; and

a reflective film disposed over the ~~between a~~ colored layer on the counter substrate side thereof ~~serving as the color filter and the liquid crystal layer~~ and having an area smaller than an area of the colored layer and a thickness of 0.1 to 0.2  $\mu$ m; and

a transparent insulating film disposed between the reflective film and the colored layer.

2. - 3. (canceled)

4. (currently amended) A liquid crystal display device according to ~~claim 3~~ claim 1; wherein the reflective

film is a metal reflective film, and the transparent insulating film is a silicon oxide or a titanium oxide.

5. (previously presented) A liquid crystal display device according to claim 4; wherein the metal reflective film comprises aluminum or silver.

6. (canceled).

7. (currently amended) A liquid crystal display device according to claim 1; further including a planarizing film ~~formed~~ disposed on the color filter, the reflective film being formed on the planarizing film.

8. - 10. (canceled).

11. (currently amended) A liquid crystal display device according to ~~claim 2~~ claim 1; further including a planarizing film formed on and covering the reflective film.

12. (previously presented) A liquid crystal display device according to claim 1; wherein the area of the reflective film is 10% to 50% of the area of the colored layer.

13. (currently amended) A liquid crystal display device according to claim 12; further including a transparent electrode formed on the color filter substrate; and an opposite electrode opposite the transparent electrode formed on the counter substrate.

14. (canceled)

15. (new) A liquid crystal display device,  
comprising:

a color filter substrate having a color filter disposed thereon, the color filter having a pattern of color filter regions;

a counter substrate opposed to the color filter substrate;

a liquid crystal layer interposed between the color filter substrate and the counter substrate;

a transparent insulating film disposed over the color filter between the color filter and the liquid crystal display layer; and

a reflective film disposed over the transparent insulating film between the transparent insulating film and the liquid crystal layer, the reflective film having a thickness of 0.1 to 0.2  $\mu\text{m}$  and having reflective film regions overlying corresponding ones of the color filter regions, each

reflective film region having an area smaller than an area of its corresponding color filter region.

16. (new) A liquid crystal display device according to claim 15; wherein the reflective film is a metal reflective film, and the transparent insulating film is a silicon oxide or a titanium oxide.

17. (new) A liquid crystal display device according to claim 16; wherein the metal reflective film comprises aluminum or silver.

18. (new) A liquid crystal display device according to claim 15; further including a planarizing film disposed on the color filter, the transparent insulating film being formed on the planarizing film and the reflective film being formed on the transparent insulating film.

19. (new) A liquid crystal display device according to claim 15; wherein the areas of the reflective film regions are 10% to 50% of the areas of the corresponding color filter regions.

20. (new) A liquid crystal display device according to claim 15; further including a transparent electrode formed on the color filter substrate; and an opposite electrode opposite the transparent electrode formed on the counter substrate.

21. (new) A liquid crystal display device according to claim 15; wherein the transparent insulating film has a thickness of 150 to 200Å.

22. (new) A liquid crystal display device according to claim 21; further including a planarizing film disposed on the color filter, the transparent insulating film being formed on the planarizing film and the reflective film being formed on the transparent insulating film.

23. (new) A liquid crystal display device according to claim 22; wherein the reflective film is a metal reflective film, and the transparent insulating film is a silicon oxide or a titanium oxide.

24. (new) A liquid crystal display device according to claim 23; wherein the metal reflective film comprises aluminum or silver.

25. (new) A liquid crystal display device according to claim 15; further including a planarizing film formed on and covering the reflective film.